

FIG. 1

120/125/140

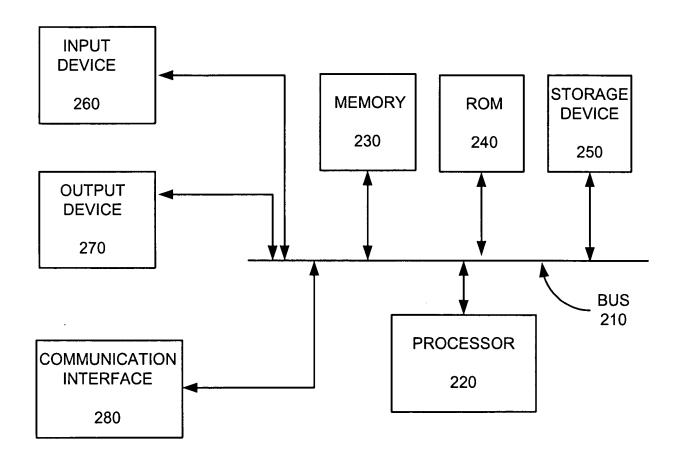


FIG. 2

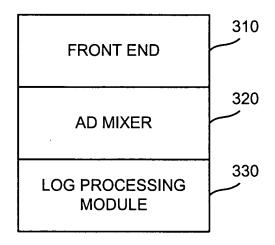


FIG. 3

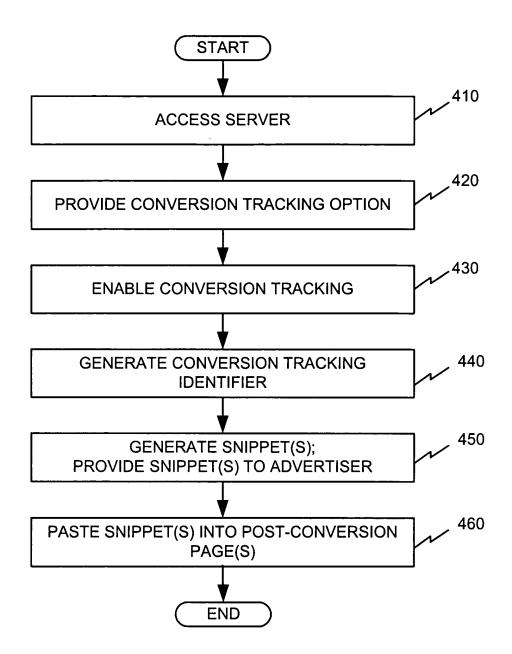
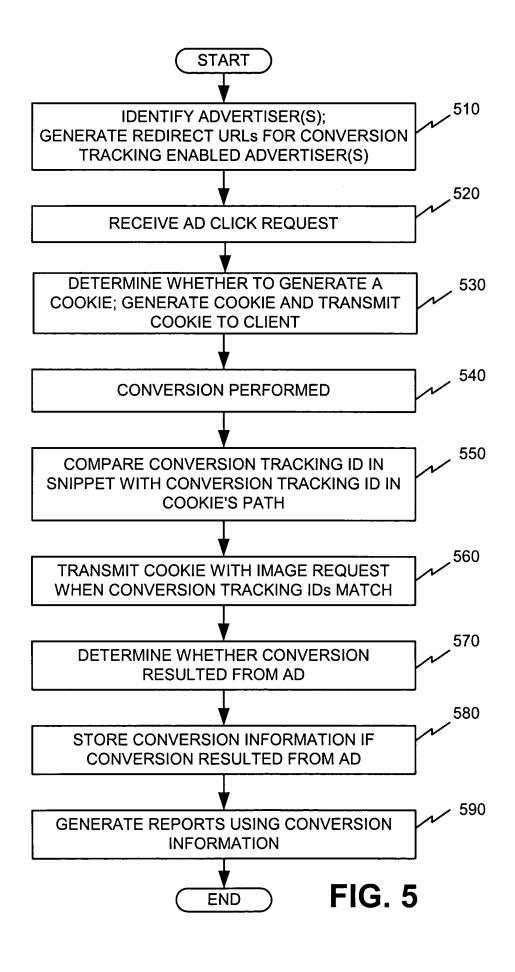


FIG. 4



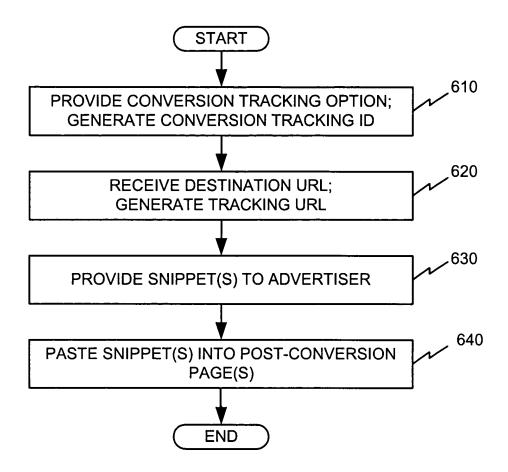
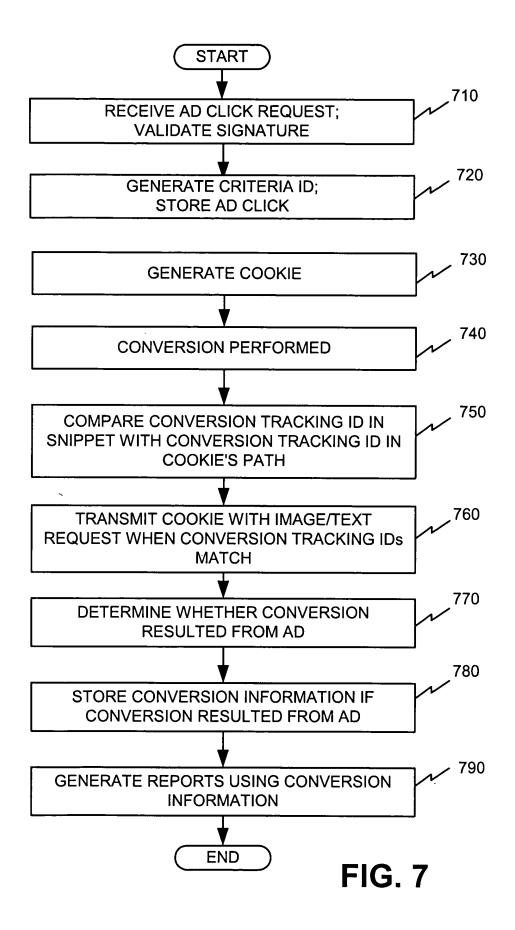


FIG. 6



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FIG. 8

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FIG. 9

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FIG. 10

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FIG. 11

Google Adwords: Conversion Tracking - Mozilla Firebird	
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Advertising Performance	
Pre-requisites [?] • You must already have approved and running AdWords ads. • You, or someone in your organization, must have a working knowledge of the website or paste our conversion tracking code. Which path is right for you? Find out below, or try out our tutorial: Basic Conversion Tracking New to conversion tracking? This path is a straightforward process that gets you started with minimal steps. Learn more	
Customized Conversion Tracking Want advanced conversion statistics? This path is a more detailed process that allows • Specify conversion types (purchases/sales, leads, sign-ups, and page views).	
 Input your own unique revenue values to customize the JavaScript code snippet we p Learn more 	rovide you.
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FIG. 12

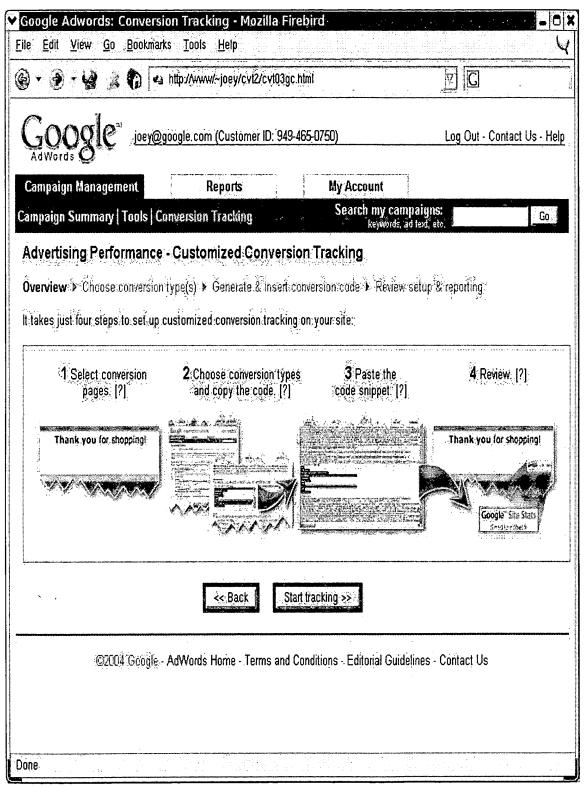


FIG. 13

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Lead Appropriate for	sales organizations tracking how many users requested foll	ow-up calls for more information
Signup Designed for si	tes interested in tracking sign-up statistics for subscriptions	or newsletters
Page View Helps sites tra	ck how many pages a user has viewed or the length of a visi	<u>t. </u>
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FIG. 14

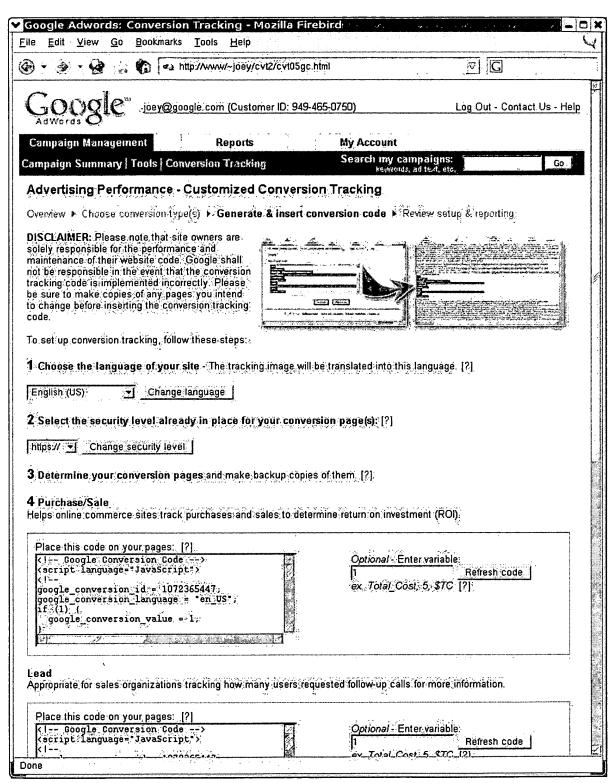


FIG. 15

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• Go to the Campaign Summary page (at least one hour later) and check your st Vhat if I don't see my conversion statistics? Click here Vhat if my conversion numbers seem low? Click here ou can find reporting statistics down to the keyword level from your Campaign Sum tatistics; you can run reports from the Report Center. [?] Click Track other advertisements to track providers of View Reports if you are	i many page. For detailed co ads from other done. View Reports	nversion.

FIG. 16

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FIG. 17